1. (amended) In a network, a method, comprising the steps of:

receiving a user request to access information regarding a semantic value associated with a hyperlink at a redirection facility, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request;

identifying a user preference regarding which service provider to use to service the request; and

directing the request from the redirection facility to a user for forwarding to a service provider for servicing of the request, said request modified based on the user preference.

6. (amended) In an environment having a redirection facility, a method, comprising the steps of:

receiving a user request to access information regarding a semantic value associated with a hyperlink at the redirection facility;

identifying a user preference regarding which service provider to use to service the request;

directing the request from the redirection facility to the user for forwarding to a service provider for servicing of the request, said request modified based on the user preference;

identifying a second service provider to use to service the request and directing the request from the redirection facility to the user to for forwarding to the second service provider for servicing of the request when the service provider fails to fully service the request, and

identifying the service provider that failed to fully service the request at the redirection facility before the direction of the request to the user for forwarding to the second service provider.

9. (amended) In an electronic device, a method, comprising the steps of:

receiving user information regarding a user and link information regarding a hyperlink to be resolved to a resource in response to the user selecting the hyperlink, said user information received at a redirection facility, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request;

identifying a resolution service to employ to resolve the hyperlink based on the user information; and

forwarding at least some of the link information via said requesting user to the identified resolution service for resolution of the hyperlink.

17. (amended) In an electronic device, a method, comprising the steps of:

receiving user information regarding a user and link information regarding a hyperlink to be resolved to a resource in response to the user selecting the hyperlink;

identifying a resolution service to employ to resolve the hyperlink based on the user information;

forwarding at least some of the link information via the user to the identified resolution service for resolution of the hyperlink.

identifying a second resolution service to employ to resolve the hyperlink and forwarding at least some of the link information via the user to the second resolution service for resolution of the hyperlink where the resolution service fails to return content to the user, and
identifying the resolution service that failed to return content to the user before the forwarding step.

19. (amended) In a network, a medium holding computer-executables steps for a method, said method comprising the steps of:

receiving a user request to access information regarding a semantic value associated with a hyperlink at a redirection server, said redirection server being an intermediary performing redirection of said request and having more than one possible target profile for each request;

identifying a user preference regarding how to service the request; and

directing the request from the redirection server via the user to a service provider for servicing the request based on the user preference.

22. (amended) In a network, a medium holding computer-executable steps for a method, said method comprising the steps of:

receiving user information regarding a user and link information regarding a hyperlink to be resolved to a resource in response to the user selecting the hyperlink, said user information received with a redirection facility, said redirection facility being an intermediary performing redirection of said request and having more than one possible target profile for each request;

identifying a resolution service to employ to resolve the hyperlink based on the user information; and

forwarding at least some of the link information to the user for forwarding to the identified resolution service for resolution of the hyperlink.

25. (twice amended) A computer-readable medium for use in a computer system and holding computer-executable instructions for performing a method, comprising the steps of:

    receiving a request for a resource, said request originating from a user selecting a hyperlink and said request being modified and redirected to the computer system via the user by an intermediary, said intermediary having more than one possible target profile for each request having information used to resolve the hyperlink;

    translating the request into a format that is acceptable to the computer system; and

    servicing the request as translated by returning a resource to the user.

27. (amended) In an environment having a redirection facility for redirecting a selected request from a requestor for a given resource to a service provider, a method of advertising, comprising:

    receiving the selected request at the redirection facility, said redirection facility being an intermediary having more than one possible target profile having information used to resolve each request;

    examining a criterion at the redirection facility;

    determining whether to present an advertisement to the requestor based on the examined criterion.